

It is false advertising when the price for a phone plan is not the price that appears on the bill. Sales tax is an acceptable exception, since sales tax can vary widely within one advertising area, but the cost of complying with government regulation? Property taxes, for Heaven's sake!

Here in the transportation industry, we don't have a line item fee for fuel tax, even though that money goes straight to the government. That's a cost of doing business. And the only reason to exclude standard costs from your advertised fees is to make your service look less expensive than other company's. False advertising.

Phone companies can itemize expenses on a bill all they want, but the total at the bottom ethically and legally should be the advertised cost of the service.

Sincerely,
E. Johnston